

## Japanese delegate at IDA House

A MEETING was held on 1<sup>st</sup> December 2017 at IDA Headquarters with Ms. Ikegaya Fumiko, KMC. Inc. Japan who was representing the Japan International Cooperation Agency (JICA).



JICA has commissioned a study on “Dairy Sector in India” for the purpose of identifying areas in the dairy sector which need technical and financial support. The objectives of the study are data collection and analysis of prevailing issues and challenges in the Indian dairy sector and the countermeasures for the identified issues and challenges. Discussions with IDA officials Dr. R.S. Khanna, CEC Member and Chairman, Kwality Ltd., and Shri N.K. Bhanot, Secretary (Est.) focused on the functioning of the Indian Co-operative, Private and Government sectors with the purpose to understand the status of the dairy sector specifically milk handling, processing and marketing.

## Seminar on Raw Milk Quality

INDIAN DAIRY ASSOCIATION (Gujarat State Chapter) and SMC College of Dairy Science organized a one-day seminar on “Raw Milk Quality — The First Critical Step to Ensure Food Safety” on 17<sup>th</sup> November 2017, at AAU, Anand. The seminar aimed at enhancing quality of milk at during procurement and ensuring procurement of pure and unadulterated milk and thus ensuring best quality of milk moving through the production chain. A total of 434 registered delegates, constituting officers from co-operative unions, private dairies, academicians, and students apart from SEC members attended the seminar.



In the inaugural session Dr. J.B. Prajapati, Vice Chairman, IDA (Gujarat Chapter), while applauding the change dairy co-operatives have brought, highlighted poor logistics and infrastructure challenges faced by Indian dairy industry, which impacts the quality of raw milk. Dr. K. Rathnam, informed that the quality of raw milk was affected by mainly 3 types of adulterants; bacterial contamination, environmental contamination, and veterinary drug contamination. He also gave a glimpse of how milk quality has improved through the journey of Amul. From efforts to check quality at chilling centers, to establishing bulk milk coolers, Amul has always been committed towards quality. Today 70% of milk at Amul comes through BMCs and this has not only increased economic benefit of milk producers but also has led to quantum jump in milk procurement quantities at Amul. He said that sustainable quality through controllable mechanisms



is the need of the hour.

Shri C.S. Gohil, Designated Officer, FDCA Gujarat, in his key note speech discussed various levels at which FDCA is keeping track to ensure good quality milk, and shared his experiences of incidents where FDCA has identified and penalized persons involved in adulteration of milk at different levels. Shri K.M. Jhala, Chief Operative Officer, GCMMF said that India was the only country where milk penetration (in any form) is about 99%.

Dr. K.B. Kathiria, Director of Research and Dean, PG Studies, AAU, in his Presidential speech, emphasized that feed and fodder and animal health impact quality of milk produced to a great extent. He highlighted the importance of screening adulterants at field level. Shri Amit Patel, Joint Secretary, IDA proposed a vote of thanks.

In Technical sessions, Dr. G.C. Mandli from College of Veterinary Science and AH, AAU, Anand highlighted the fact that severity of disease has a direct and significant impact on milk procurement. From talking of use of sanitizers for cleaning udder to mastitis management, he gave important insights on all aspects of animal health which can impact quality of raw milk. Shri A.C. Naveen Kumar from NDDB, exhibited the NDDB websites which contain information on various aspects of milk production and also various initiatives taken by NDDB towards clean milk production.

Mr. Sameer Saxena from GCMMF emphasized the important role the mobile testing vans are playing for screening the adulterated milk in field. Dr. Bency Kethayat from Amul Dairy discussed the various standards of maximum acceptable SCC in bulk milk in various countries.

During the post lunch session officials from Indifoss discussed various techniques of adulteration detection and the instruments they provide to identify the same. Shri Y.M. Patel, CEO, Maahi Milk Producers Co and Shri Pradeep Das spoke of Maahi Producers' Co-operative Company's interventions to ensure quality at all levels. Shri Sachin Sarda from GCMMF gave further insights on various interventions taken up by GCMMF to maintain raw milk quality.

The session was concluded by Dr. K. Rathnam. Shri Jaydev Patel from Vidya Dairy and treasurer of IDA presented a vote of thanks. Dr. J.B. Prajapati urged all professionals to strive for quality for prosperity of farmers, society and the dairy industry.

## IDA Kerala Chapter's wall calendar released

THE INDIAN DAIRY ASSOCIATION (Kerala State chapter) in association with AFST (I) Thrissur chapter prepared the wall calendar for the year 2018 incorporating the significant details connected with Dairy and Food Science celebrations such as World Food day, World Milk Day etc.

The calendar was released by Dr. C. Latha, Dean i/c, Faculty of Veterinary and Animal Sciences, Mannuthy on 18<sup>th</sup> December 2017. Office bearers of both the professional associations were present in the function. The calendar will be distributed to all members of the IDA- Kerala and AFST (I) Thrissur chapter.



## NATIONAL news

### Dairy sector to grow at 15% till 2020

INDIA'S DAIRY INDUSTRY is expected to maintain 15 percent compounded annual growth (CAGR) over 2016-20, and attain a value of ₹ 9.4 trillion on rising consumerism, Edelweiss Securities said in a report.

India has progressed from being deficient in milk



## bulletin

production at 20 million MT in 1970 to become the world's largest milk producer at 160 million MT, accounting for 18.5 percent of global milk production.

Further, India is expected to emerge as the largest dairy producer by 2020, the report said. India's milk production is expected to outperform global production and grow at a similar 4.2 percent CAGR to 185 million MT per annum, and surpass EU to emerge as the largest dairy producer by 2020.

Interestingly, the country's per capita milk consumption has also been increasing at 3 percent CAGR as compared to 1 percent CAGR globally.

The report notes that there is huge scope for India's per capita milk consumption through growth in value-added products (VADP), which is at 34 percent of industry versus 86 percent for the global mature markets like EU. India has a potential of 15-30 percent plus growth in VADP like cheese, whey, UHT milk over next few years.

The report also states that other top milk-producing geographies like EU, USA, China, Pakistan are expected to grow their production volumes at 2 percent growth over 2020, which is lower than India's growth estimates.



## G.I. Status for “Banglar Rasogolla”

ROSOGOLLA MANUFACTURERS K.C. Das Ltd. from Kolkata have said that they were delighted and honoured by the declaration of the Geographical Indication status of Banglar Rasogolla invented by their ancestor Nobin Chandra Das in the year 1868. They said it added to the glory of Rasogolla just before the 150<sup>th</sup> anniversary of its creation.

West Bengal recently got the GI tag for rasogolla. The GI tag has been primarily developed to recognize the unique identity connecting different products and places. For a product to get GI tag it needs to have a unique quality, reputation or characteristic attributable to its geographical origin.



## Kerala aims to be breeding ground of Sahiwal

KERALA MIGHT NOT have any direct connection with the rare ‘Sahiwal’ cattle breed acclaimed as amongst the best in the country. However, the Kerala Livestock Development Board (KLDB) is on a mission to raise the breed's base stock using the embryo transfer technology as part of a Central Government-funded project.

“The KLDB has decided to buy 50 mature ‘Sahiwal’ cattle from Punjab to raise its stock via embryo transfer. At present, the KLDB is raising calves of the Vechur breed using the technology. For this, the Centre has sanctioned ₹ 2.49 crore. Once it is completed, the KLDB will start commercial calving of ‘Sahiwal’ cattle using embryo transfer,” said KLDB Managing Director Shri Jose James.





## ‘Contemporarily cool’ with Amul

AMUL IS LAUNCHING innovative programmes like the “cow to consumer” to make the dairy sector “contemporarily cool” and commercially viable for today’s youth who are reluctant to join the milk industry, according to Managing Director Shri R.S. Sodhi.



“We are trying modernise dairy farming using milking machines instead of hand milking, we are also using bulk milk coolers, modern sheds, modern watering system etc. The idea behind propagating a commercial dairy farm is to attract today’s youth,” Shri Sodhi said.

Under the ‘Cow to Consumer’ programme, Amul creates a digital account for a farmer. When a farmer goes to deposit milk at a collection centre, the quality and quantity of milk is assessed and updated on the card that

comes with the account. Based on the quantity and quality, money is transferred to the account of the farmer immediately which could be accessed by him through a mobile app, he said.

Another programme aimed at attracting youth is dairy entrepreneurship scheme under which youth

could go for a farm size of 20-30 cows and buffaloes and it would be easily financed by the banks with Amul marketing for it.

“One would earn ₹ 40,000 per month through commercial dairy farming which in many cases is more than the amount you would earn in urban India,” he said and added that the youth of the country needed to realise that animal husbandry was a very attractive business at a time when land was shrinking and population increasing.

## Milk output rises 19%, dairy farmers’ income up 24% in 2014-17

ACCORDING TO AGRICULTURE MINISTER Shri Radha Mohan Singh India’s milk production rose by 19% in the last three years to touch 163.6 million tonnes, leading to a significant increase in dairy farmers’ income.

He said a National Action Plan Vision-2022 would be unveiled that would focus on creation of infrastructure for handling of increased milk production and help achieve the target to double farmers’ income by 2022.

India is the largest milk producer in the world, he said, adding that the country’s milk production grew at an

annual rate of 6% during 2014-17 as against 4% during the previous three years. “The per capita milk availability has also increased to 351 gram in 2016-17 from 307 gram in 2013-14,” he added. Income of dairy farmers has increased by 23.77% during 2014-17.

Stating that milk demand is rising in the country, the minister emphasised on value addition in the dairy sector to boost farmers’ income. At present, Singh said, only 20% of the total milk production is converted into value-added products and the aim is to take this to 30%.

## Hatsun Agro to use solar steam to make ice-cream

ICE-CREAMS and dairy products major, Hatsun Agro, will soon be purchasing a rather unusual production input: steam.

A German company called Protarget has put up a parabolic trough system next to Hatsun’s ice-cream factory





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DAIRY SCOOPS

## PARAG FLIES HIGH

Parag Milk Foods announced it's tie up with TajSATS Air Catering for supply of cow milk-based products on international flights. "We have entered into an MoU with TajSATS to supply our products on international flights," Parag Milk Foods, Chairman Shri Devendra Shah said. "This is another step to introduce our products to international customers," Shri Shah added.

## DAIRY ENTREPRENEURSHIP WORKSHOP

A workshop on Dairy Entrepreneurship Development Scheme (DEDS), submission of claims and government-sponsored schemes was held at Guru Angad Dev Veterinary and Animal Sciences University (GADVASU) on 9<sup>th</sup> December 2017. The workshop was organized by NABARD, Ludhiana, in collaboration with GADVASU, Ludhiana.

## LACTOSE-FREE CURD

Epigamia has launched Epigamia Artisanal Curd, India's first lactose-free curd. It is the newest addition to the brand's product portfolio, and is aimed at improving gut health.

## LOTTE ACQUIRES HAVMOR

Ahmedabad-based Havmor Ice Cream Ltd has been fully acquired by South Korean major LOTTE Confectionery for ₹ 1,020 crore. The move marks the entry of the \$80-billion food major into the Indian ice cream market. Founded in 1944 Havmor established a strong brand presence in Ahmedabad and then expanded its network to over 30,000 ice cream outlets across 8 States.

near Salem, in western Tamil Nadu, which will produce 400 kg of steam an hour, using sun's heat. The steam is piped to the ice-cream plant where it is used for pasteurising milk.

The system, like any regular solar thermal system, works by the parabolic mirrors concentrating sunlight onto a tube that carries a 'heat transfer fluid' which gets heated up quickly. The heat is then transferred in a heat exchanger to water, which becomes steam. In solar thermal plants that produce electricity, this steam is used to drive the turbines.

## Banni buffaloes of Kutch

THE BANNI BUFFALO can tolerate water scarcity and harsh climatic conditions, while thriving on the natural grasses growing in the area.



Erandavali, the village in Bhuj Taluka of Gujarat's Kutch district, is home to just 30 families with approximately 250 people. But together they have supplied 529,341 litres of milk to the Kutch District

Cooperative Milk Producers' Union during the year ended March 31, 2017.

The annual milk yield and age at first calving of Banni buffaloes, is 3,000-3,500 litres and 3.5-4 years respectively. This is as good, if not better, than that of normal "water buffaloes".

"Grazing upto 15 kms, enables the animal to properly digest what it eats and the increased basal metabolic rate leads to more milk production," points out Shri R.D. Trivedi, veterinarian and manager (procurement) at the Kutch district union.

## Vidya Dairy

VIDYA DAIRY received a special request from Head - Global Initiatives, IL&FS Cluster Development Initiative Limited, India's one of the largest social infrastructure development company working in various sectors including agriculture, food processing. They are implementing USAID India supported dairy development project in Nakuru Country, Kenya with objective transferring





some of Indian dairy innovative to Kenya. They have nominated five technical resourced employed by IL&FS Clusters, Kenya for the training programme on “Dairy Plant Operations & Management” At Vidya Dairy, Anand for a one month training programme.

As a part of the training programme, Vidya Dairy organized visits of Village Co-operative Societies (DCS), Dairy farm and various Dairy Plants of Gujarat.

## SUMUL's help in tribal areas

SURAT BASED SUMUL DAIRY has asked for a subsidy of more than ₹ 2 per liter as the dairy co-op is working in tribal areas where others are reluctant to take a plunge. Sumul dairy, which sells its products under brand name Amul claims that collecting milk from tribal areas qualifies it for some rebate.

Being the leading milk provider (80 percent) of diamond city Surat, SUMUL dairy is planning to open Medical Hospital in tribal areas with an aim to take care of medical needs of the people living in these areas. “We are in talks with the government to give 50 percent subsidy for this. The project is worth ₹ 500 crore”, said its CEO Shri Chaudhari. “We are also planning to inaugurate three more Milk Testing Vans in this financial year 2017-18.”

Sumul is amongst the 17 district unions which act as manufacturing units of dairy products for GCMMF.

## healthnews

### Cheese might reduce stroke risk

EATING A SMALL PORTION of cheese every day could reduce one's chances of developing heart disease or stroke.

In a new research published in the European Journal of Nutrition, researchers at Soochow University, China, evaluated 15 previous studies from Europe and the US which tracked the diet and health outcomes of more than 200,000 people. They discovered that people who regularly ate cheese, amounting to about a matchbox sized portion each day were 14 per cent less likely to develop coronary heart disease, and their chances of having a stroke were 10 per cent lower.

“Cheese contains saturated fatty acids but also has potentially beneficial nutrients,” the authors wrote. However, they added. “It's unclear how long-term consumption affects the development of cardiovascular disease.”



### 46TH DAIRY INDUSTRY CONFERENCE Feb. 8<sup>th</sup>- 10<sup>th</sup>, 2018

**Adlux International Convention and Exhibition Centre Angamaly, Kochi.**

46<sup>th</sup> Dairy Industry Conference and Dairy Expo will be held during 8<sup>th</sup> -10<sup>th</sup> February 2018 at Adlux International Convention and Exhibition Centre Angamaly, Kochi, Kerala. This mega event is being organized by Indian Dairy Association (South Zone) and Kerala State Chapter of IDA. For further details visit [www.46dic.com](http://www.46dic.com)  
Email: [info@46dic.com](mailto:info@46dic.com)  
[idakeralachapter@gmail.com](mailto:idakeralachapter@gmail.com)

### 25TH INTERNATIONAL TRADE EXHIBITION FOR FOOD AND BEVERAGE

17<sup>th</sup> - 20<sup>th</sup> Jan., 2018

**Antalya Expo Center  
Turkey**

ANFAS Food Product Exhibition is an international trade platform for exhibitors and stakeholders in the sector. Exhibitors' profile include milk and milk products, Ice cream, Chocolate, Bakery Products etc. For more information, visit [www.anfasfoodproduct.com](http://www.anfasfoodproduct.com)

### 18TH INDIAN VETERINARY CONGRESS Feb. 23<sup>rd</sup>- 24<sup>th</sup>, 2018

**College of Veterinary Science,  
Tirupati (AP)**

18<sup>th</sup> Indian Veterinary Congress & XXV Annual Conference of IAAVR and National Symposium is jointly being organized by Sri Venkateswara Veterinary University Tirupati (AP) and Indian Association for the Advancement of Veterinary Research (IAAVR) at College of Veterinary Science, Tirupati.

For further information contact Dr. A. Ravi, Admn Office: Dr. Y.S.R. Bhawan

Sri Venkateswara Veterinary University Tirupati-517502 (AP).

Ph.: 0877-2248155 M.: 9989051542, 9849932715

Email: [raviakst@gmail.com](mailto:raviakst@gmail.com)